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SYLLABUS

GDP

DSGD 108

Graphic Design Portfolio

IS 226

Spring 2022

MON/WED 12:00PM~2:50PM

Professor Chang Kim



Chang Kim
Professor
Graphic Design

Department of Design
San Jose State University
229 Art Building
408.924.4382
chang.kim@sjsu.edu

Office Hours:
(Zoom meeting by appointment only)
Mondays and Wednesdays
3:00PM~4:00PM

<https://sjsu.zoom.us/j/82757975540?pwd=M3JNcFVYbjkzYVdXbWNTOTBQeXc1dz09> Password: 111883

You are responsible for regularly checking with the messaging system through email and Google Drive class folder (or other communication system as indicated by the instructor.)

DSGD 150 Degree Project: Senior Studio

Course Description

This in-depth studies course focuses on research concerning current issues in visual communication, information, and graphic design fields. This course is for procuring the undergraduate degree in BFA Graphic Design degree where the student will develop an individual design approach, process, and methodology for the application of graphic design solutions as the thesis project that will fulfill the criteria expected for graduation.

Prerequisites

Acceptance to the BFA Graphic Design; Pass BFA Portfolio Reviews.
This course is three-semester units and graded

Faculty Web Page and Messaging System

Copies of the course materials such as the syllabus, major assignment handouts, etc. may be found on my faculty web page at http://www.sjsu.edu/design/design_programs/graphic_design_program/gd_faculty/chang_kim/ or via email communication. You are responsible for regularly checking with my email notification, Google Drive class folder, and other messaging system that are given.

Important Notice: This class uses only Google Drive class folder (Not using Canvas) as the one designated storage for providing all the course related reference data and homework. You will be getting the permission to access below class folder before the first day of the instruction. <https://drive.google.com/drive/folders/1dPGbz4Xbh0uAiiCk5UJJGYzpZqt1-B1W?usp=sharing>

Course Goals

The goal of the BFA thesis project is to focus, clarify, and communicate what is important to you. This is an opportunity to use and expand your critical making skills toward a project with a topic, scope and outcome that you define. Our goal is for this experience to develop your authentic voice as a designer, rigor in research and making, deeper reflexivity (about yourself, the topic, and the discipline), and greater critical insight.

Course Learning Outcomes (CLO)

Upon successful completion of this course, students will be able to:

- LO 1 – express your creativity and explore personal interests through your work;
develop an authentic voice as a designer;
- LO 2 – produce coherent, compelling visual communication; use design as a vehicle
for enhanced meaning + expression;
- LO 3 – conduct rigorous research;
- LO 4 – develop a method and process for working; make steady progress while
allowing for risk, diversion, expansion;
- LO 5 – commit ideas to form with a high level of craft and care;
- LO 6 – reflect critically on your work and the work of others;
- LO 7 – develop a deeper understanding of the role of the designer in society;
- LO 8 – present your work to an audience in a confident and convincing manner.

The Thesis Project

The BFA Graphic Design thesis project is conceived as a loose framework within which each student's visual methods are deployed across many diverse projects during his or her study at SJSU. The thesis can be experimental, entrepreneurial, or practical. It can be executed in any medium, including print, video, animation, writing/publishing, web, or installation.

While every thesis project is unique, there are several common features: a focus on methodology, the application of a visual method to studio work, and the organization of the work in a thoughtfully argued written document known as the "Thesis Process Book."

At your earliest convenience, and sooner than later, a self-appointed three member thesis review committee (including myself) must be established. Committee members can consist SJSU faculty or other visual communication educators or professionals from the community at large. You are responsible for scheduling individual sessions with thesis review committee members through the semester; please note your committee members should be available for your end of the semester public presentation – In addition two to three "mid-semester" thesis reviews will be conducted by SJSU faculty, day and time TBD.

Projects are defined in phases

Phase 1: Discovery and Analysis Research

Content gathering, project definition, strategy, and recommendations

Phase 2: Concept Development and Design

Sketching, content integration, exploration, refinement, and system development

Phase 3: Implementation and Documentation

Production, consensus building, and education

Course Structure

Participants in this hands-on studio course will confront specific design problems, work both individually and in teams. Group discussions and critiques are balanced with individual meetings with faculty and visit with guest critics. Participation in discussion and critique is vital to their success in this class.

Course Requirements and Assignments

This course will include lectures, group discussions, presentations, and class time allotted for creative work. Participation in discussions, work sessions, and critiques is vital to the success of this class. The course is comprised of two major projects. The objectives and parameters of each project will be described in detail during class. It will be your responsibility to take notes and ask questions until you fully understand the assignment. In addition to the major assignments, several small exercises will also be assigned. These include in-class exercises, readings, and other activities.

This is a three-hour class. We will often take one scheduled 20-minute break halfway through the class period. You are expected to arrive on time and prepared to work for the entire class period. Although in-class work sessions are an integral component of

this course, outside work on assignments will be necessary to meet project deadlines. Significant progress is expected between classes. You are responsible for coming to class with the completed assignment and all necessary tools and materials for continuing work on the assignment.

Projects are due at the beginning of each class, which means that your work must be displayed and ready for critique at that time. This may require that you arrive at class in advance so that you are on time. If you are more than 15 minutes late for class, you will be counted as tardy, and it is possible that we may not critique your work.

Recommended Reference Books/Readings

- How to Be a Graphic Designer without Losing Your Soul (Any Edition) Adrian Shaughnessy ISBN-10: 1568989830
- How to Find Fulfilling Work
Roman Krznaric ISBN-10: 1447202287
- The Accidental Creative: How to Be Brilliant at a Moment's Notice
Todd Henry ISBN-10: 1591846242
- I Used to Be a Design Student
Frank Philippin and Billy Kiosoglou; Laurence King Publishing; 2013 ISBN-10: 185669898X
- Talent Is Not Enough: Business Secrets for Designers
Shel Perkins; New Riders; 2006 ISBN 0321278798
- How to Be a Graphic Designer Without Losing Your Soul Adrian Shaughnessy;
Princeton Architectural Press; 2005 ISBN 1568985592

Graphic Design:

- The Visible World / Herbert Spencer / 1968 / Royal College of Art, Visual
- Communication books Hastings House, Publishers.
- Design Careers / Steven Heller
- The graphic design portfolio / Paula Scher
- Graphic design presentation / Margrand / Van Nostrand Reinhold / 1986

Resources

- <http://www.aiga.org/guide-careerguide/> <http://designjobs.aiga.org>
- AIGA Professional Practices in Graphic Design, online resources
- Obey the Giant: life in the image world.
- Designing Pornotopia: travels in visual culture, both by Rick Poyner
- The Universal Traveler: a soft-systems guide to creativity, problem-solving and the process of reaching goals, by Don Koberg and Jim Bagnall

Other reading assignments will be announced in class.

Recommended bookstore

William Stout, Architectural Books
804 Montgomery Street, San Francisco (415) 391 6757

Library Resources (liaison)

The San Jose State University Library supports student access to information with in-person reference at the King Library Reference Desk and specialized support for Design online at <http://libguides.sjsu.edu/design/GraphicDesign>. If you need access to a book, chapter, journal article, catalog, performance, video installation, primary source, art reproduction, please email to Aliza Elkin at aliza.elkin@sjsu.edu or call 408-808-2043. You may also use my library profile to schedule in-person and telephone appointments. She can often be found in the Administration offices on the 4th floor of the King Library.

Canvas - New Library Tools

There are two new library tools that let you quickly and easily embed library subject guides directly into your Canvas course. Video and PDF instructions are included below.

- Library Subject Guides

This option allows you choose from any library subject guide and embed it in a module. You can select an entire guide, just a page, or only a single box. When students click on the link, the resource will open within Canvas. Here is how to do it:

PDF: https://libguides.sjsu.edu/ld.php?content_id=38150038

Video: <https://youtu.be/jW298-oVWxc>

- Your Research Resources

This option adds a link to your course's left-hand navigation called Your Research Resources. On this page, students will find links to pre-selected guides that are best for your subject area as well as widgets that allow them to book a study room, check library hours, and access the library's chat service and FAQs. When students click on a guide, it will open within Canvas. Here are the directions:

PDF: https://libguides.sjsu.edu/ld.php?content_id=38150093

Video: <https://youtu.be/YURf9tg6Xt8>

If you have questions about the new Canvas tools, please contact me at aliza.elkin@sjsu.edu or Ann Agee at ann.agee@sjsu.edu or 408-808-2033.

Computer/Software Requirements:

- Laptop computer with Adobe Creative Cloud (Photoshop, Illustrator, InDesign, and After Effect installed)
- Adobe Typekit "Portfolio Collection" (included with Creative Cloud subscription). (Link to SJSU eCampus website for information about subscribing: <http://www.sjsu.edu/ecampus/teaching-tools/adobe/index.html>)
- Reliable data backup (See 'A Note About Backups')
- WIFI Access (Link to SJSU IT: <http://its.sjsu.edu/services/sjsuone/>)
- Flash drive or external hard drive (Link to Wirecutter article The Best Portable Hard Drive for 2019: <https://thewirecutter.com/reviews/best-portable-hard-drive/>)

Equipment:

- Reliable access to a high quality digital camera and tripod
- Reliable access to a scanner
- Reliable access to laser & inkjet printers

Material Requirements

- Wireless laptop computer with software (Adobe Creative Suite)
- Appropriate type fonts
- Always have your working digital files, and research reference materials
- Reliable data backup (Portable HD drive and other cloud based backup system)
- Wireless network access: www.sjsu.edu/sjsuone/
- Drawing implements and papers as in project description
- Pencil, kneaded eraser, ruler
- Black, gray, and color markers, extra fine to wide
- 9x12 marker pads and tracing pads
- Clear push pins
- Metal non-slip cutting rule (Schaedler precision rules also recommended)
- X-acto knife and #11 blades in dispenser/disposal unit
- Portable cutting surface (required for cutting in classrooms)
- Graphic arts adhesive (no spraying allowed in building)

Expenses:

The estimated cost for semester supplies/materials will vary according to the individual depending on your topic of the design). There is no course fee for this course. All BFA students who registered this course are allowed to access free of charge software licensing, printing consumables, and related infrastructure through BFA printing lab. However, due to the pandemic caused by COVID-19 Omicron recently, all campus course-related facilities are closed until Feb 13th, 2022. Thus, we could not access the GD print lab at this moment. However, you will be permitted to access printing lab as soon as the class mode resume back to "in-person mode" and the assignment will be required printing on papers as the final outcome to submit.

Course printing allowance:

The estimated cost for semester supplies/materials will vary according to the individual's project. Typically there is no course fee for this course. All BFA Graphic Design major students who registered this course are allowed to access free of charge software licensing, printing consumables, and related infrastructure through BFA print lab.

Students may access the graphic design program's in-house printing facility during the class session's open lab hours, all users must respect print lab policy's, as well as wireless printing procedures; the printing allowance includes course related materials only, 500 Black and White (8.5 x 11) or (11 x 17), 50 color (8.5 x 11) or (11 x 17), 3 of 42" by 90" roll paper prints.

However, during the online only class mode sessions, our course-related facilities are not accessible. You may only access our GD BFA print lab during the class in session on the assigned dates only due to the safty control. You will be notified when you can access the print lab and require to submit the printed outcomes.

Administrative Policies:

This course is an essential component of your curriculum at SJSU. We have a good amount of work to complete this term, so in order professionally and effectively deliver the curriculum it is necessary to establish some ground rules. Students are expected to read this syllabus thoroughly and to observe all of the regulations laid out.

Course Tool and Faculty Communication

Given the transition to remote learning for some portion of the sessions through out this Spring semester, I will be using the following platforms to distribute course materials and conduct course activities when we are online class mode. Otherwise, we will meet in A216 classroom and access to the output lab (print lap in Art Building):

- Zoom: Our class meetings will be held via Zoom. Unless otherwise noted, we will meet at our regularly-scheduled class time. This is also where you will communicate with me and your classmates, give and receive feedback about work during the class in session. You also check in with your groups during the breakout session as well. Here is the link for our Zoom call registration in advance for the class meeting:

<https://sjsu.zoom.us/j/88221048021?pwd=KzBTOVBiMjJpc2NCVERtb2c5OWZNQT09>
Password: 668975

- Google Drive: I will also be posting all of our class materials (including Lectures, Demos, Handouts,) to a folder on Google Drive. This will be our primary means for communication, download lecture reference, and assignment materials, as well as submission of your homework files. You are responsible for regularly checking the notification and agenda here to learn of any class updates. Make your homework file should be named as "LastName_FirstName_DsGD 150_HW#" when submitting. Here is a link to view our shared folder: <https://drive.google.com/drive/folders/1dPGbz4Xbh0uAiiCk5UJjGYZpZqt1-B1W?usp=sharing>

- Email (chang.kim@sjsu.edu): This is the primary communication tool in general during the weekday only (MON through FRI) from 9am to 5pm (No weekend.)

- Office hours: My office hours will be held on MON & WED from 3pm to 4pm through Zoom meeting only. You can email me for an appointment at chang.kim@sjsu.edu

Studio Expectations

This course is an essential BFA degree exit review-based capstone component of your design curriculum at SJSU. In order for each student to have a meaningful experience and successful accomplishment for the thesis project in this class, it is critical that we establish an atmosphere of mutual commitment and respect.

Success in this course is based on the expectation that students will spend, for each unit of credit, a minimum of 45 hours over the length of the course (normally three hours per unit per week) for instruction, preparation/studying, or course related activities, including but not limited to internships, labs, and clinical practice. Other course structures will have equivalent workload expectations as described in the syllabus.

A safe and respectful community is everyone's responsibility: faculty and students alike. I encourage you to make friends in class and look out for each other. If you notice someone who might be in trouble or in need of assistance, don't hesitate to ask them if they need support, or let me know so I can help.

It is my intent that students from all backgrounds be well-served by this course, and that the experiences and perspectives each of you brings to this studio be viewed as a resource, strength and benefit. As a members of this class, we agree to do everything we can to contribute to a supportive, productive, and collaborative learning environment:

- Take every step necessary to minimize distractions during class.
- Come to class prepared with the necessary tools, materials, working digital files, and/or research and reference materials. (Please make sure to have a charger handy, and make sure to implement a backup strategy.)
- Sign-in to our meetings on time and to remain until the class is over or excused. If you must leave before the end of class, please inform me before class and try your best not to disturb other students when you leave. If you get disconnected, simply rejoin the call using the same link.
- If you are absent, find out what you missed from a classmate, and come to the next class prepared, as if you did not miss a class. If you have specific questions that cannot be answered by your classmates, you may email me. (Please do not email me asking, "What did I miss?")
- Be respectful during lectures and when other students are presenting. Keep your attention on the presenter, take notes, and ask for clarification when it's needed.

On-line class protocol

We are involved in a mutually beneficial communal learning experience, one that requires full attention and respectful behavior toward all members of the class. In order to maximize the learning experience, students are requested to observe the following etiquette guidelines:

- Students must take every step necessary to minimize distractions during class.
- Students are expected to arrive on time and to remain in class until the class is over, or excused. Be ready in the waiting room 10 minutes before the class starting time until allowing to be accessed in the main room in ZOOM on-line class meeting. If you have a prior engagement that requires you to leave before the end of class, please inform the instructor before class and take pains not to disturb other students when you leave.
- Announcements, handouts, and assignments are issued at the beginning of class. All critiques begin 10 minutes after official class start time; no work is to be added to the wall after a critique begins. It is your responsibility to inform yourself of any announcements or requirements that you miss due to late arrivals. Please do not interrupt class to ask about these. Remain after class if you have questions.
- Electronic devices not directly pertaining to your participation in this class must be turned off and put away before class starts. This means you may not place or receive calls, messages, play games, check e-mails, surf the web, pop into Facebook, etc.

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- Laptops are to be used for course-related purposes only.
 - Please do not eat during class, but drinking is allowed.
 - Socializing during lectures or when other students are presenting material for the benefit of the class is counterproductive and inconsiderate.
 - Turn on the video feature on ZOOM when checking attendance.
 - Turn off the microphone feature on ZOOM during the lecture and tutorial session.
 - You may ask any time if you have questions during the lecture or discussion.
 - You are required to participate fully 3-hour session including, lecture, tutorial, small group discussion (breakout room), and in-class exercise practice, etc.
 - The homework must be uploaded onto the designated folder in the Google drive class folder 1 hour before the class starts. Incomplete submission will be considered missing homework and be resulted in a grade reduction.
 - 5 minutes-long Individual critique will be assigned to each student based on a specific time frame (this will be announced before the class time.) While conducting individual critique, the rest of the students should be in place to breakout rooms for the small group discussions.
 - It is expected that there will be about 2 hours of homework for each hour of class. Thus, there will be minimum of totally 12 hours per week for your homework.

Dropping and Adding:

Students are responsible for understanding the policies and procedures about add/drop, grade forgiveness, etc. Refer to the current semester's Catalog Policies section at <http://info.sjsu.edu/static/catalog/policies.html>. Add/drop deadlines can be found on the current academic calendar web page located at http://www.sjsu.edu/academic_programs/calendars/academic_calendar/. The Late Drop Policy is available at <http://www.sjsu.edu/aars/policies/latedrops/policy/>. Students should be aware of the current deadlines and penalties for dropping classes. Information about the latest changes and news is available at the Advising Hub at <http://www.sjsu.edu/advising/>.

Grading Policy

Each project will be graded upon completion and assigned a letter grade according to the University policy—A through F. An incomplete will be granted to students with documented extenuating circumstances, e.g., debilitating illness, family emergency, etc.

It is very important to complete all the project requirement because:

- Each develops a skill necessary for successful completion of assignments
- Missing a portion of these assignments can lower your course grade substantially

Due dates and project grades will be weighted according to the following:

Grades will be determined on an ongoing basis, based on both the major & minor milestones that are listed below;

- 1st Thesis Proposal (thesis topic, statement, conceptual development): 20%
Friday, 02/18/ from 1 pm–5 pm via Zoom meeting
- 2nd Research Presentation (mid-term review for concept design visualization): 30%
Friday, 03/18 from 1 pm–5 pm via Zoom meeting

Semester grade will be weighted according to the following percentages:

- 3rd Design Presentation (full design mock up development and user testing): 30%
Friday, 04/29 from 1 pm–5 pm via Zoom meeting

Proportion of each grading segment

20% 1st Research Presentation
30% 2nd Mid-term Presentation
30% 3rd Semi-final Presentation
20% 4th Public Presentation
100% Total

- 4th Public Presentation (process book exhibition and oral presentation): 20%
Monday, 05/23 from 10 am–4 pm in-person at Student Union Ballroom.

Zoom meeting link

<https://sjsu.zoom.us/j/88322648801?pwd=WSsvWnJXaVdiOW51WVM0OXZuOGg4UT09>
Password: 705816

Grading Scale

A+ 95% and above
A 94% - 92%
A- 91% - 90%
B+ 89% - 85%
B 84% - 82%
B- 81% - 80%
C+ 79% - 75%
C 74% - 72%
C- 71% - 70%
D+ 69% - 65%
D 64% - 62%
D- 61% - 60%
F below 60%

Google Drive folder

<https://drive.google.com/drive/folders/1OIAwSo5fvBiNeoN66bVZWwP5Je45VsM9?usp=sharing>

Evaluation Criteria

The project and course performance will be evaluated according to the following components:

- Problem-solving skills

Planning, organizing, research and content gathering (message development), analysis, sketching and content integration.

- Formgiving skills

Design exploration, development, and refinement. The synthesis of the elements, principles, and attributes of form into an effective, evocative product. The verbal/visual investigation of form and function.

- Presentation skills

The skill, dexterity, and attention to detail exhibited in the presentation. The quality of line and form necessary for effective visual communication.

- Participation and Preparation

Producing appropriate solutions to all required phases of development on projects both in quality and quantity. Engaged in class critiques and activities.

Grading Scale

A-, A, A+ = Excellence (3.7–4.0)

Student consistently delivers creative and high-quality work and demonstrates the ability to explore a wide range of alternative options as well as the ability to make intelligent and informed decisions on the final solution. A student is able to refine final solutions to instructor feedback. Student shows the ability to communicate ideas clearly and completely, both visually and verbally. Well-crafted and informed arguments support any and all design decisions. All projects are complete and on time. A student demonstrates a strong, engaged effort in work and in class. Student maintains at all times a positive attitude and commitment towards the profession, classmates, the instructor and their own development. Student participates in all regularly scheduled classes. Overall, a student meets and exceeds the requirements of the course.

B-, B, B+ = Very good work (2.7–3.6)

A student demonstrates an above average effort in all areas. Work is complete and demonstrates no craft or technical problem areas. Student shows the ability to communicate the decent rationale for design decisions and demonstrates improvement in all areas of professional development as a designer. Student maintains a positive attitude and involvement in all coursework and class activities.

C-, C, C+ = Adequate, average work (1.7–2.6)

Student produces the minimum work required at an average quality level and provides basic explanations for design decisions. A student demonstrates a basic understanding of the principles presented in class and may have some craft and technical problem areas. A student demonstrates average participation in all regularly scheduled classes.

D-, D, D+ = Poor work and lack of effort (0.7–1.6)

Student produces the minimum work required at below average quality and demonstrates little understanding of the principles

F = Failure to meet the course requirements (0.0–0.6)

A student demonstrates a lack of understanding of the basic principles discussed in class and is unable to convey creative and craft and technical ability as required. A student has little or no involvement in class discussions, repeatedly misses deadlines or critiques, and demonstrates little commitment to learning and their own development. Student shows little participation and/or is consistently late for class.

Assignment Submission

Specifics for each printed project will be described in class. Besides, you will also turn in digital files as follows for some projects & assignments:

At each due date of the assignments, students are required to submit the assignment with a PDF and high- res image(s) of the final assignment. Upload your homework to Google Drive or Dropbox (You will receive email invitation to shared folder). All files must be labeled with your full name with the assignment number (LastName_FirstName_DsGD 108_Project#). Submit the files via Dropbox to "DSGD 150_S2022". More specific format and guideline will be provided later during the regular class meetings.

Final Examination or Evaluation

The last day of instruction is when you will submit the final assignment. No extensions will be given except in cases of documented emergencies or serious illness. If such a circumstance should arise, please contact Professor Kim (chang.kim@sjsu.edu) as early as possible and be ready to provide documentation.

Deadlines

On the regularly scheduled the final class day and time is when you will submit the last project. No extensions will be given except in cases of documented emergencies, serious illness. If such a circumstance should arise, please contact the instructor as early as possible and be ready to provide documentation.

Late Assignment Submission

It is essential that you keep up with the course work and submit all assignments promptly. Assignments will lose a full letter grade for each day late. Graded assignments more than two days late will not be accepted. In such cases, a grade of zero credit will be entered.

Extra Credit

Out of general fairness to all students, there will be no opportunities for extra credit assignments given in this class in general. However, making revisions to the projects is highly recommended to improve better quality of the final portfolio.

University Policies (Academic Integrity)

Your commitment as a student to learning is evidenced by your enrollment at San Jose State University. The University's Academic Integrity policy, located at <http://www.sjsu.edu/senate/S07-2.htm>, requires you to be honest in all your academic course work. Faculty members are required to report all infractions to the office of Student Conduct and Ethical Development. The Student Conduct and Ethical Development website is available at www.sa.sjsu.edu/judicial_affairs/index.html.

Instances of academic dishonesty will not be tolerated. Cheating on exams or plagiarism (presenting the work of another as your own, or the use of another person's ideas without giving proper credit) will result in a failing grade and sanctions by the University. For this class, all assignments are to be completed by the individual student unless otherwise specified. If you would like to include your assignment or any material you have submitted or plan to submit for another class, please note that SJSU's Academic Policy S07-2 requires the approval of instructors.

Campus Policy in Compliance with the American Disabilities Act

If you need course adaptations or accommodations because of a disability, or if you need to make special arrangements in case the building must be evacuated, please make an appointment with me as soon as possible, or see me during office hours. Presidential Directive 97-03 requires that students with disabilities requesting accommodations must register with the Disability Resource Center (DRC) at <http://www.drc.sjsu.edu/> to establish a record of their disability.

Student Technology Resources

Computer labs for student use are available in the Academic Success Center located on the 1st floor of Clark Hall and the 2nd floor of the Student Union. Additional computers are also available in the Martin Luther King Library. A wide variety of audio-visual equipment is available for student checkout from Media Services located in IRC 112. These items include digital and VHS camcorders, VHS and Beta video players, 16 mm, slide, overhead, DVD, CD, and audiotape players, sound systems, wireless microphones, projection screens, and monitors.

Student affairs

The Division of Student Affairs provides a wide variety of services – career development, health and wellness, campus life, leadership development, cross-cultural experiences, disability resources, psychological counseling, student housing, recreation, and curricular

events. If you are interested in learning more about the departments and opportunities and services, please visit <http://www.sjsu.edu/studentaffairs/>

Campus Emergency and Other Aid

Emergency call: Call to the police office at 911 or pick up a Blue light phone. Escort Service: 4-2222. "Individuals with disabilities may contact the Disability Resource center on campus, 924-6000, Administration building 110, for a variety of formats such as Braille, large print, sign interpreters, assistive listening devices, audio tape, and accommodations for physical.

Learning Assistance Resource Center

The Learning Assistance Resource Center (LARC) is located in Room 600 in the Student Services Center. It is designed to assist students in the development of their full academic potential and to inspire them to become independent learners. The Center's tutors are trained and nationally certified by the College Reading and Learning Association (CRLA). They provide content-based tutoring in many lower division courses (some upper division) as well as writing and study skills assistance. Small group, individual, and drop-in tutoring are available. Please visit the LARC website for more information at <http://www.sjsu.edu/larc/>.

SJSU Writing Center

The SJSU Writing Center is located in Room 126 in Clark Hall. It is staffed by professional instructors and upper-division or graduate-level writing specialists from each of the seven SJSU colleges. Our writing specialists have met a rigorous GPA requirement, and they are well trained to assist all students at all levels within all disciplines to become better writers. The Writing Center website is located at <http://www.sjsu.edu/writingcenter/about/staff/>.

Peer Mentor Center

The Peer Mentor Center is located on the 1st floor of Clark Hall in the Academic Success Center. The Peer Mentor Center is staffed with Peer Mentors who excel in helping students manage university life, tackling problems that range from academic challenges to interpersonal struggles. On the road to graduation, Peer Mentors are navigators, offering "roadside assistance" to peers who feel a bit lost or simply need help mapping out the locations of campus resources. Peer Mentor services are free and available on a drop-in basis, no reservation required. The Peer Mentor Center website is located at <http://www.sjsu.edu/muse/peermentor/>

Campus Emergency Numbers

Police 911 Escort Service 4-2222

DsGD 150 Deliverables

DsGD 150

Degree Project: Senior Studio
Spring 2022 MON/WED
12:00pm - 2:50pm
Hybrid Class Mode

Chang Kim, Professor

Graphic Design
Program San José
State University Office:
ART 229
Email: chang.kim@sjsu.edu

Office Hours:

Monday and Wednesday
3:00PM - 4:00PM

Thesis Proposal Presentation

page 02

Format: 4-page 8.5"w x 11"h .pdf and 4-min Keynote/Power point slide presentation file to Thesis Review Committee
Due: THU 02/16/2022 by 12pm: submitted on Google Drive folder
Due: FRI 02/18/2022, 1:00pm–5:00pm: 1st Presentation / Review

Thesis Research

page 09

Format: Multiple-page 11"h x 17"w .pdf
Due: MON 03/07/2022, 9:00am submitted on Google Drive folder

Thesis Midterm Presentation

page 11

Format: 4-min Keynote slide presentation to Thesis Review Committee
Due: WED 03/16/2022 by 12pm: submitted on Google Drive folder
Due: FRI 03/18/2022, 1:00pm–5:00pm: 2nd Presentation / Review

Thesis Project (semi-final presentation)

page 13

Format: Design outcome as .pdf, .mp4, or .gif
Due: WED 04/27/2022 by 12pm: submitted on Google Drive folder
Due: FRI 04/29/2022, 1:00pm–5:00pm: 2nd Presentation / Review

Thesis Process Book

page 14

Format: Multiple-page 11"h x 17"w .pdf
MON 05/16 by 12pm **Due: Thesis Process Book** / Upload Process Book PDF for Senior Show site

Thesis Final Presentation

page 17

Format: 10-min Keynote slide presentation (5 minutes Q&A session) to Thesis Review Committee
MON 05/18 by 12:00pm **Due: Thesis Project + Process Book** submitted on Google Drive for the Review
SAT 05/21/2022, 10:00am–2:00pm: submitted on Google Drive folder
Due: MON 05/23/2022, 1:00pm–5:00pm: Final Public Presentation at Student Union Ballroom

Thesis Proposal

What is a Thesis Proposal?

Your Thesis Proposal is a document that outlines the thesis topic, defines the issues the thesis will address, and explains why the topic warrants further research. It presents an argument or proposition based on an original question or observation, which can be supported by research. It establishes your purpose and point of view, and provides a roadmap for your project and semester. It functions as a strategy or game plan that facilitates, directs, and focuses the body of your project. It serves as a plan for you and your faculty advisors, as well as a reference for understanding the ideas, goals, and intentions of your project. Your Thesis Proposal will help you determine your project's scope to insure it can be completed in timely manner, over the course of the semester—which is one of the main questions the faculty Thesis Review Committee asks of every Thesis Proposal.

Your Thesis Proposal should demonstrate an awareness of the historical and cultural context and influences in which your work is situated, and the personal voice and social factors that affect its significance in the cultural milieu. From a practical standpoint, your Thesis Proposal must be written in proper English, copy edited for correct spelling and punctuation, and free of grammatical and factual errors—as should all writing submitted for academic review.

The Thesis Process

Your thesis is above all a design research process, following a sequence of steps which inform the next phase, moving from topic, to questions, to testing answers, to establishing a hypothesis, to stating a thesis. The process is supported by research (bibliographic, or in the field) and design (through your visual work). The form that your project takes should be determined by your topic and research. Consequently, avoid preconceived notions regarding the form your project might take—let it emerge from your research and process.

Qualities of a Strong Thesis Proposal

A strong thesis proposal should be *narrow, arguable, original, convincing, and meaningful*.

- **Narrow** If the scope of your thesis is too broad, you won't be able to sufficiently defend the argument in a semester-long project. Keep in mind that we're designers—not lawyers, doctors, or scientists, etc.
- **Arguable** Your thesis must be an opinion and be debatable. You must stake a claim that one could conceivably argue against. A statement of basic facts or universally shared beliefs is not a thesis.
- **Original** Your thesis should be distinctive, providing a unique point of view that expresses your perspective and analysis. While your research may find similar points of view, you must sufficiently distinguish your argument from others to provide a fresh observation on your topic.
- **Convincing** Your thesis research methodologies, development process, and design outcome must make a strong case for your thesis statement and provide conclusive answers to your research questions. In turn, your research findings should inform and shape your design outcome.
- **Meaningful** Your thesis should be a significant contribution to the creative community. Enable your audience to understand why they should care about your topic and point of view, and why it's compelling and valuable to consider in relationship to your topic and broader context. Your thesis should matter—and make a difference.

Thesis Proposal Components

Working Title (7–10 words)

- Can include a subtitle to provide clarity or context.
- Critical to establishing the significance of the work and resonance with the audience.
- Can function as a subtle hint, a provocative statement, or a clever punch line.
- Can provide focus, specificity, and important context for your topic.

Thesis Proposal (cont.)

Thesis Statement (40–50 words)

A thesis statement follows this basic formula: Topic + Opinion = Thesis Statement. E.g., Topic: *prison overcrowding*; Opinion: *national shame*; Thesis Statement: “*Prison overcrowding in America is a national shame.*”

A thesis statement should *voice an opinion, justify discussion, express one clear main idea, and be specific in scope.*

- **Voice an opinion** Make a clear statement of your perspective. Take a stand on your topic upon which reasonable people could disagree.
- **Justify discussion** Make a definite and limited assertion that must be explained and supported by further discussion. Use specific argumentative points to indicate a theoretical basis and promise of substantial support.
- **Express one clear main idea** Narrow down your topic to a specific focus of investigation. Demonstrate the emphasis of your argument and indicate its methodology.
- **Be specific in scope** Limit your topic to be adequately treated within the constraints of the project. Establish a direction and range of the entire process and how you plan to support your perspective.

Abstract (250–300 words)

An abstract is a concise summary of your completed thesis that reports on the objectives, arguments, and outcomes of your research, so readers know exactly what your thesis is about, and can decide whether to read the rest of your thesis. For your Thesis Proposal, this will be a working abstract, as a short description of the work you plan to complete. Include enough key information (e.g., summary results, observations, trends, etc.) to make the abstract useful to someone who may want to examine your work. How do you know you have enough information? Imagine you're a researcher doing a similar study. If the abstract was the only part of the thesis you could access, would you be satisfied with the amount of information presented? Does it tell the entire story of your study? Note that this is a working abstract—the final abstract will be written at the end, after you've completed the final text, and be included in your process book. An abstract should summarize the major aspects of the entire thesis in a prescribed sequence as follows.

- **Research Problems and Objectives** The overall purpose of the study and research problems you investigated.
- **Methods** The basic design of the research and study. Identify the intended audience, user, or beneficiary.
- **Key Results** The major findings or trends found as a result of your analysis.
- **Conclusion** A brief summary of your interpretations and conclusions. Define the medium, creating tool, and outcome.

Research Questions (3)

Research questions articulate what you're trying to find out by doing this project. They clearly identify what you're interested in studying, and are specific enough to provide a focus and purpose for your research. They guide your research process, by telling you what to read, look at, etc., and what to ignore. Consequently, avoid wording which could limit the type of data you might collect in your research. Research questions shouldn't be answerable by a yes or no—they wouldn't have the complexity or depth for an interesting and robust thesis project. Most importantly, your questions should hold the capacity to surprise you. Therefore you shouldn't already know the answer to your research questions. If you already know—you don't need to conduct the research. If you already know the answer, you aren't doing research—you're finding and selecting information and data to advocate and reaffirm a position you already hold. The purpose of research is to find out what you don't know—not to confirm what you already know. All research questions should be *focused, specific, researchable, feasible, complex, and relevant.*

- **Focused** on a single problem or issue.
- **Researchable** using primary and/or secondary sources.
- **Feasible** to answer within the timeframe and practical constraints.
- **Specific** enough to answer thoroughly.
- **Complex** enough to develop the answer over the space of a thesis.
- **Relevant** to your field of study and/or society more broadly.

Thesis Proposal (cont.)

Research questions that can result in robust findings include the following examples.

- *What is the nature of...*
- *What are the characteristics of...*
- *What are the functions of...*
- *How are... defined...*
- *How do... perceive...*
- *What is the role of...*
- *What are the causes of...*
- *What are the effects of...*
- *What factors affect...*
- *Under what conditions do...*
- *What strategies are used to...*
- *How do... respond to...*
- *What is the relationship between...*
- *How do... differ...*
- *What are the differences and similarities between...*
- *What are the advantages and disadvantages of...*

Images (3–5)

- Images used in your thesis proposal should provide visual context for your project.
- Include the design works or projects that are most similar or influential to the proposed project.
- Images can reference artists and designers whose work may inspire your thinking, provide historical precedent, or create relevant context or background.
- Include a short caption referencing the title of work, artist or designer, city/state/country, brief description or work, and relevance to your proposed project.
- Cite source of all images not created by you.
- Use *Chicago Manual of Style*, Notes & Bibliography system for image captions.

Readings (3–5)

- Readings referenced in your thesis proposal should help to develop your concepts, perspective, and point of view; formulate research methodologies; and create design outcomes.
- Write an annotated bibliography (less than 50 words) of readings, articles, or publications that are most relevant or influential to your proposed project. In the annotations, describe each work's affinity or influence on your project.
- Note: An annotated bibliography is a list of citations of books, articles, and documents. Each citation is followed by a brief summary and evaluative paragraph—the annotation. The purpose of the annotation is to inform the reader of the relevance, accuracy, and quality of the source cited in relation to your research.
- Use *Chicago Manual of Style*, Notes & Bibliography system for text citations.
https://www.chicagomanualofstyle.org/tools_citationguide/citation-guide-1.html

Thesis Advisors (3 required; but no more than 3)

- **Primary advisor** Thesis instructor (me); meet 2 times a week.
- **Secondary advisor** A graphic design professional whose feedback you trust and value.
- **Tertiary advisor** A working professional in your field of interest, expert in your topic of research, or professor in a relevant department at SJSU or other educational institution.

Meet with your Secondary and Tertiary advisors 3 times over the semester. To optimize their input, meet with them before the thesis proposal is due, before the midterm is due, and before the final is due. When recruiting your advisors, convey the approximate time commitment and engagement level required. Let them know approximately when you'll need their input so they can respond when you need them. As their participation is voluntary and they have busy schedules, respect their time commitment of time on your behalf. Be flexible to communicating in a mutually agreed upon form: in person, or by email, phone, or Zoom. Communicate clearly with them, be prepared and on-time for your meetings (never miss a meeting), be polite and respectful, and keep them informed of your process and progress.

Thesis Proposal (cont.)

References, Resources, and Inspiration

SJSU BFA thesis examples; take note of thesis proposal PDFs and process books:

DsGD 150 Sp20 Student Work Examples

<https://drive.google.com/drive/folders/1ppGEymHEUAH7tTE8pVI-3wpUcLEW-TPW?usp=sharing>

Natalie Rejas All Aboard Group Traveling App

<https://timeiswhatyoumakeofit.show/allaboard>

<https://www.natalierejas.com/all-aboard>

Valerie Thuong Patches of Stories Installation

<https://timeiswhatyoumakeofit.show/patchesofstories>

<https://valerietruong.com/Patches-of-Stories>

Lauren Rosenberg Wild Lives Book Design, UX/UI

<https://laurenrdesign.com/wild-lives>

BFA thesis examples.

VCU-QATAR Graphic Design BFA Senior Thesis Capstone Projects

<https://www.behance.net/gallery/54067867/BFA-Senior-Thesis-Capstone-Student-Projects>

Masters thesis example and portfolio site.

Mao Yi MFA Graphic Design Thesis Project Process, ArtCenter College of Design

<https://yimao.design/MFA-Thesis-Documentation>

Masters thesis examples; take note of their titles and abstracts.

Kent State School of Visual Communication Design Thesis Projects

<https://www.kent.edu/vcd/thesis-projects>

RISD Graphic Design Masters Theses

https://digitalcommons.risd.edu/graphicdesign_masterstheses/

Thesis Proposal Form (Download from Canvas)

Download and fill out the Thesis Proposal Form to organize your writing, references, and visuals in your Thesis Proposal. Use your information from pages 2 and 3 to create your abstract. Use your images and analysis from pages 4–8 to select your visuals. A concerted effort in fulfilling these exercises will result in a stronger Thesis Proposal. This will serve as a written outline of your thoughts or narrative, diagraming your primary, secondary, and tertiary messages. This outline, when paired with visuals and selected research, will serve as a guide to the realization of your design outcome.

Page 1

- Abstract: Refine information from pages 2 and 3 to create Thesis Proposal abstract

Page 2

- Design Medium and Outcome
- Intended Audience, User, or Beneficiary
- Thesis Statement
- Method of Research
- References (Bibliography)

Page 3

- Introduction
- Body
 - Definition of problem: Statement of argument and point of view
 - Analysis of existing design or research examples similar to your thesis topic
 - Presentation and analysis of potential solutions (design approach)
 - Proposal of optimal design solution
- Conclusion

Pages 4–8 Compare and contrast an existing work related by subject/content or genre/outcome

It is imperative to first research what's been done before that is similar or related to your proposed project. You cannot create an innovative solution or break new ground unless you've first studied existing solutions which are relevant to your proposal. Then you can study the similarities, identify areas for differentiation, and be inspired make your concept different, better, or take it in a totally new direction. This is why designers always conduct comparative design research.

- Brief Analysis of Existing Design or Research Example
- Example Title
- Description and Analysis
 - What is it? Who is it for? What does it do? How does it work?
 - How is it similar to your proposal? How is it different than your proposal?
 - How can your proposal be different, better, or take the idea into an entirely new direction?

Thesis Proposal Presentation

Project Description

You are required to have your Thesis Proposal approved by the Thesis Review Committee during your Thesis Proposal Presentation, Fri 02/18/2022. The committee will carefully review your Thesis Proposal. Upon completion of your presentation, during the Q&A section, the members will discuss, vote, and convey their decision to your Thesis Director and to you. When necessary, the committee may grant a proposal approval on the condition that revisions be made. Make sure you pay attention and make these revisions as soon as possible. If you delay in submitting revisions, the committee may not have sufficient time to reconsider your proposal this semester and your progress towards graduation may be delayed.

Grading Criteria

01 Problem solving: Intriguing topic, compelling title, and clear thesis statement

Title provides focus, specificity, and context for topic. Thesis statement voices an opinion, justifies discussion, expresses clear idea, and is specific in scope.

02 Formgiving: Well-conceived, well-written abstract and relevant questions

Abstract summarizes research problems, objectives, audience, arguments, and conclusions. Research questions are focused, specific, researchable, feasible, complex, and relevant.

03 Presentation: Evocative images, astute analysis, and relevant readings

Images reflect works similar or influential to proposed project and establish visual context. Readings develop concept, perspective, and point of view.

04 Process: Well-organized ideas and content; well-designed layout

Thesis proposal is narrow, arguable, original, convincing, and meaningful. Layout creates compelling visual presentation with clear hierarchy and organization.

Required Elements

Thesis Proposal 11”h x 17”w folded to 8.5”w x 11”h .pdf articulating:

- Working title
- Thesis statement (40–50 words)
- Working abstract (250–300 words)
- 3 research questions
- 3–5 images
- 3–5 readings
- List of your 3 advisors including their name, title, and organization
- Email members of your Thesis Advising Committee to keep them apprised of your progress

Thesis Proposal Presentation 4-minute Keynote slide presentation via Zoom articulating:

- Working title
- 3 research questions
- 3–5 images
- 3–5 readings
- Note: Carefully rehearse your presentation to insure you do not exceed 4-minute time limit.
- 2-minute Q & A section for committee input

Thesis Proposal Presentation

Project Format

- 11”h x 17”w pages, to be incorporated into your Thesis Proposal Presentation Keynote slides and Thesis Process Book.
- Utilize a grid and consistent brand vocabulary to develop a cohesive and consistent format for your presentation.

Review Schedule and Due Date

WED 01/26 Due: Topic; discuss title, thesis statement, research questions / Course Intro / Thesis Proposal (Zoom)

MON 01/31 Due: 1st draft of Thesis Proposal (abstract, images, readings, advisors) / small group session (Zoom)

WED 02/02 Due: 2nd draft of Thesis Proposal progression / small group discussion (Zoom)

MON 02/07 Due: 3rd draft of Thesis Proposal revisions / small group discussion (Zoom)

WED 02/09 (Meet with Secondary and Tertiary advisors for input on Thesis Proposal and Design Research)

After meeting with your advisors, have them sign, date, and approve your Thesis Advising Committee Form

MON 02/14 Due: Thesis Proposal revisions, discuss adviser feedback / class critique (In-person)

WED 02/16 Due: Thesis Proposal Final Design uploading on the Drive; prepare for the Presentation (In-person)

FRI 02/18 **Due: Thesis Proposal Presentation** via Zoom to full-time faculty; 1:00pm–4:40pm (Zoom)

Submission Format

- Submit as multiple-page .pdf and Keynote slide presentation pdf on Google Drive Class folder, please keep file size relatively small (under 50MB.)
- Filename: DsGD150_ThesisProposal_Lastname_Firstname.pdf
- Filename: DsGD150_ThesisProposal_Lastname_Firstname.key

Thesis Research

Project Description

Produce a report of your research questions, objectives, methods, subjects, data, results and conclusions, in addition to a visual representation of your data. Let your topic drive your research method, and let your research drive your outcome. When possible, consult with an expert authority in your chosen topic. Develop a system for note-taking on your research, and footnote your sources. Maintain a level of cynicism to be critical of your sources. Avoid adopting a point of view without researching competing data, research, or opinions.

Grading Criteria

01 Problem solving; Clear objectives and appropriate research methodology

Research goals and objectives are clearly defined. Research methodology is appropriate based upon subjects to select and type of data to collect.

02 Formgiving: Well-conceived and well-designed survey and questions

Survey design and questions meet research goals and objectives. Survey design conveys what to study, what data to collect, and from what subjects.

03 Presentation: In-depth research and display of comprehensive data

Research combines primary and secondary sources, and provides qualitative and quantitative data. Research is in-depth and presented in visually compelling manner.

04 Process: Thorough analysis of research and sound conclusion

Analysis identifies similarities and differences; and trends, tendencies, and preferences. Conclusions inform, influence, and shape content or form of outcome.

Required Elements

Thesis Research 11”h x 17”w .pdf

- 01 Research Questions: Focused, specific, researchable, feasible, complex, and relevant.
- 02 Research Objectives: Goals for research. What you need to know, study, or investigate
- 03 Research Methods: Methodologies for questionnaire, survey, or experiment provided to subjects.
- 04 Research Subjects: Description and basis of selection as random, range, expert, stakeholder, demographic.
- 05 Research Results: Information or data. Information graphics or data visualization as a chart, graph, diagram, or map.
- 06 Research Conclusion: Key takeaways. Similarities or differences among responses or groups. General trends or tendencies. Opinions, answers, or comments that stood out from rest.
- 07 Research Outcome: How conclusions can inform, influence, or shape the content or form of design outcome.

Project Format

- 11”h x 17”w pages, to be incorporated into your Thesis Midterm Presentation Keynote slides and Thesis Process Book.
- Utilize a grid and consistent brand vocabulary to develop a cohesive and consistent format for your presentation.

Review Schedule and Due Date

MON 02/21 Due: Design Research Worksheet (questions, objectives, methods) / small group review (In-person)

WED 02/23 Commence research / individual review / Design Outcome lecture + discussion (In-person)

MON 02/28 Due: Progress Report / continue research / Thesis Process Book lecture (In-person)

WED 03/02 Conclude research / convey initial findings / small group review (In-person)

MON 03/07 **Due: Thesis Research** / class critique / compile Process Book research documentation (In-person)

Submission Format

- Submit as multiple-page .pdf on Canvas, please keep file size under 50MB
- Filename: DsGD150_ThesisResearch_Lastname_Firstname.pdf

Thesis Research Worksheet

01 Research Questions List your focused, specific, researchable, feasible, complex, and relevant research questions.

02 Research Objectives Based upon your topic and research questions, what are your research goals and objectives?

03 Research Methods What is your research method and process: observation/user studies, surveys, interviews, focus groups, experiments, secondary data analysis/archival studies, or mixed methods? Is your data quantitative or qualitative? Is it acquired by aggregate, anecdotal, or scientific means? Why did you choose this research method? What advantages does it offer?

04 Research Subjects Who are your research subjects, and on what basis were they chosen? By random sampling, diverse range of users/background, experts in subject or power users, stakeholder viewpoints, or demographically by age, gender, race, location, occupation, income, education, interest, experience, religion, beliefs, values, product use, frequency of use, home environment, family life cycle, family size, use of free time?

05 Research Results What is the resulting data, information, or response from your research? Can you utilize your skills in information graphics and data visualization to create a meaningful chart, graph, diagram, or map of the data?

06 Research Conclusion What are the key takeaways from your research? Were there any similarities or differences among the responses? Were there any general trends, tendencies, or preferences that emerged? Were there any anomalies, or responses, comments, or opinions that stood out from the rest? If so, why? Did one group react differently than another? If so, why? Can any results be attributed to the questionnaire design, test conditions, or survey bias?

07 Research Outcome How can your research conclusions inform, influence, or shape the content or form of your design outcome? Can your research be your design outcome? Can you highlight an inspiring or illuminating quote from an interview? Can you present a stunning fact from your survey? Can you visualize the data in a compelling visual manner? Can your design outcome continue to capture additional comments, feedback, or experiences?

Thesis Midterm Presentation

Project Description

You are required to have your Thesis Midterm work approved by the Thesis Review Committee during your Thesis Midterm Presentation, Fri 03/18/2022. As with your prior progression report, the committee will carefully review your Thesis Midterm work. Upon completion of your presentation, during the Q & A section, the members will discuss, vote, and convey their decision to your Thesis Director and to you. When necessary, the committee may grant the thesis work approval on the condition that revisions be made. As before, make these revisions as soon as possible. Any delay in the submission of revisions will delay the reconsideration of the committee, impede the development of your thesis, and jeopardize your progress towards graduation. You can expect your Thesis Midterm Review on Fri 03/18/2022 to be more difficult and challenging than your Thesis Proposal Review on Fri 02/18/2022, because you've had five weeks to work on your thesis since that review. There will still be time for you to resolve any serious issues before your semi-final submission on Fri 04/29/2022.

Grading Criteria

01 Problem solving: Intelligent application of research to design development

Research conclusions used to inform, influence, and shape content and form of both design development and outcome to resonate with audience.

02 Formgiving: Extensive creative ideation and design experimentation

Initial ideation and sketches demonstrate experimentation, exploration, and discovery. Sourcing and researching of range of conceptual frameworks.

03 Presentation: Comprehensive design development and refinement

Design development demonstrates consistent refinement of idea and aesthetic form. Effective communication of critical viewpoint through presentation.

04 Process: Compelling conceptual framework for design outcome

Design development creates conceptual structure to support compelling design outcome. Coherent strategy presented for further development of proposal.

Required Elements

Thesis Midterm Presentation 4-minute Keynote slide presentation via Zoom articulating:

- Thesis title and subtitle if applicable
- Updated thesis statement (40–50 words)
- Updated abstract (250–300 words)
- Key research questions and summary of research findings
- Thesis Project: thorough run-through of prototype with appropriate process images, storyboard, flow chart, screens, floorplan, elevations, visuals, etc.
- Thesis Process Book as work in progress
- Proposed timeline for remaining weeks of semester
- Note: Carefully rehearse your presentation to insure you do not exceed 4-minute time limit.
- 2-minute Q & A section for committee input

Project Format

- 11" h x 17" w pages, to be incorporated into your Thesis Midterm Presentation Keynote slides and Thesis Process Book.
- Utilize a grid and consistent brand vocabulary to develop a cohesive and consistent format for your presentation.

Thesis Midterm Presentation (cont.)

Review Schedule and Due Date

MON 02/28 Apply research findings to design outcome / start Initial Sketches + Ideation / (In-person)

WED 03/02 Due: Initial Sketches + Ideation / small group review (In-person)

MON 03/07 Initial Sketch Revisions for Preliminary Design / small group review (In-person)

WED 03/09 Due: Preliminary Design of 3 different design directions / class critique (Zoom)

FRI 03/11 (Meet with Secondary and Tertiary advisors for input on Initial Sketches and Preliminary Design)

After meeting with your advisors, have them sign, date, and approve your Thesis Advising Committee Form.

MON 03/14 Design Refinement / small group review (Zoom)

WED 03/16 Revisions for Design Refinement / prepare for Thesis Midterm Presentation / small group review (Zoom)

FRI 03/18 **Due: Thesis Midterm Presentation** via Zoom to full-time faculty, 1:00pm–5:00pm (Zoom)

MON 03/21 Work in progress (no class)

WED 03/23 **Internal review and discussion** after based on the 2nd review feedback / individual critique (Zoom)

MON 03/28 Spring break (no class)

WED 03/30 Spring break (no class)

Submission Format

- Submit as Keynote slide presentation as multiple-page .pdf on Google Drive Class folder, please keep file size relatively small (under 50MB.)
- Filename: DsGD150_ThesisMidterm_Lastname_Firstname.pdf

Thesis Project

Grading Criteria

01 Problem solving: Analytical skills, sound reasoning, and critical thinking

Wide range of research methods and integrated practical and critical research skills used to develop project within an interdisciplinary context.

02 Formgiving: Imaginative, innovative, and creative design outcome

Demonstration of compelling conceptual framework, and presentation of provisional outcomes through critically considered and speculative strategies.

03 Presentation: Personal viewpoint and aesthetically adventuresome

Development of coherent critical framework to produce, conceptualize, and interrogate contemporary design practices, including their own self-determined aims and objectives.

04 Process: Overall excellence in design concept and execution

Demonstration of conceptual depth and complexity to offer different layers of meaning and points of entry for audience. Innovative, meaningful, and memorable design solution.

Required Elements

Thesis Project 11”h x 17” .pdf, .mp4, or .gif

The actual outcome: print graphics (poster, brochure, catalog, publication, magazine); typography (alphabet, language) photography; video; film; animation; information design (chart, graph, diagram, map), data visualization; UX and UI design (website, mobile app, service technology); interaction design (interactive installation, online game, virtual reality, augmented reality, mixed reality); package design; game design; toy design; product design; 3D graphics; book design; branding; event design; environmental graphic design (signage, kiosk, exhibition, installation); social media campaign; a new technology, experiment, or experience.

Project Format

- 11”h x 17”w pages, to be incorporated into your Thesis Final Presentation Keynote and Thesis Process Book.
- Utilize a grid and consistent brand vocabulary to develop a cohesive and consistent format for your presentation.
- Depending upon design outcome: .pdf, .mp4, or .gif

Review Schedule and Due Date

MON 04/04 Due: Design Refinement / small group review (Zoom)

WED 04/06 Design Refinement revisions / small group review (In-person)

MON 04/11 Due: Semi-final Design / class critique (In-person)

WED 04/13 Schedule production: materials, fabrication, manufacturing, coding / small group review (In-person)

MON 04/18 Design Refinement revisions / small group review (In-person)

WED 04/20 (Meet with Secondary and Tertiary advisors for input on Design Refinement and Final Design)

After meeting with your advisors, have them sign, date, and approve your Thesis Advising Committee Form.

MON 04/25 Due: Semi-final design revisions, discuss adviser feedback / small group review (In-person)

WED 04/27 Due: Semi-final Design revisions / prepare for Thesis Midterm Presentation (In-person)

FRI 04/29 **Due: Thesis Midterm Presentation** via Zoom to full-time faculty, 1:00pm–5:00pm (Zoom)

MON 05/02 **Internal individual review and discussion** after based on the 2nd review (presentation) feedback (In-person)

Submission Format

- Submit as .pdf, .mp4, or .gif on Google Drive Class folder, please keep file size relatively small (under 50MB.)
- Filename: DsGD150_ThesisProject_Lastname_Firstname.pdf (or .mp4 or .gif)

Thesis Process Book

Project Description

The Thesis Process Book is a printed and bound documentation of your thinking, research, and design process. It should not only reflect a step-by-step reporting of your process, but critically examine what you did and why, review and document your ideation and the breadth of directions explored, critically evaluate experiments and end results, and finally, speculate on what could improve these results. It should include your writing, sketches, in-process photos, alternatives explored, failures, and successes, etc. It can describe the criticism you received, relational views, and insights gained.

Establishing Context

The BFA degree requires verbal and written evidence of both intelligent and creative decision-making, and an awareness of the historical context and/or contemporary relevance of the work. In its final iteration, the process book should be thoughtfully designed, well-crafted, and legible to a reader. If your design outcome is something temporal (e.g., an event, installation, or performance) your process book will be the only lasting physical manifestation of your Thesis Project, and will have an even more significant role in documenting your work.

Format Options

The definition of “book” is open—but must serve as an appropriate container to fully document the work and writing you have done in support of your thesis investigation. Progress on this document should be steady and strategically planned to allow for the highest level of craft. Your Thesis Process Book should clearly state the form (medium/format) of your thesis project, as well as the main ideas you’ve explored. Your process book need not be lengthy, but be clear, cohesive, and complete. The process book will serve as an archive of the project you have completed, and should compliment the extensive analysis outlined in your proposal. Prior to your Thesis Final Presentation, the faculty Thesis Review Committee will have reviewed your Thesis Process Book as a guideline to understanding and interpreting your project.

Copyright and Plagiarism

Once you submit your Thesis Project and Thesis Process Book, they become available through specific databases including your portfolio site and public domains. If you reference a historically-related design topic, the appropriate citations are necessary. Use your common sense to prevent any plagiarism or copyright issues.

Proofreading

All written materials should be in clear, concise English and free of errors in spelling, punctuation, and grammar. As everyone makes mistakes, make sure to proofread—and proofread again. Faculty reviewers have been known to reject a thesis on the basis of typos and grammatical mistakes.

Project Criteria

- Compelling presentation of cover, title, table of contents, abstract including thesis statement, research problems and objectives, methods, key results, and conclusions?
- High-level demonstration of research methodology and in-depth analysis based upon innovative and critical thinking?
- Clear documentation of design process, initial sketches, ideation, preliminary design, design refinement?
- Compelling presentation of design outcome, use and impact?

Conclusion

What did you learn? How do your findings relate to your conceptual framework? Discuss the strengths, weaknesses, and limitations of your work. Why is your work important? What is your message to your audience—and to the world? What are the implications for future scholarship/research and practitioners? What are the recommendations for changes in theoretical constructs in the profession? Can your work be extended to other applications or become a platform for change?

Thesis Process Book (cont.)

Grading Criteria

01 Problem solving: Effective storytelling and creation of thesis narrative

Presentation of high-level research methodology and in-depth analysis based upon innovative and critical thinking. Logical, rational, and defensible design decisions.

02 Formgiving: Comprehensive documentation of process and stages

Clear, cohesive, and complete documentation of research, analysis, and conclusions; and initial ideation, sketches, preliminary design, design refinement, and final design.

03 Presentation: Compelling presentation of design outcome and impact

Presentation of verbal and written evidence of intelligent and creative decision-making, and awareness of historical context and/or contemporary relevance of work.

04 Process: Well-organized content and well-designed layout

Writing is clear and concise, and copy edited for spelling, punctuation, and grammar. Layout creates compelling visual presentation, with clear hierarchy and organization.

Required Elements

Thesis Process Book 11”h x 17”w .pdf

- Cover with your thesis title and your name
- Table of contents
- Dedication (Optional)
- Epigraph (Optional) a short quotation or saying at the beginning of a book or chapter, intended to suggest its theme; can be quite effective in setting the stage for your presentation.)
- Thesis abstract
- Research and writing prompts (Locating Thesis Range; People, Places, Things; manifesto; and annotated bibliography), research (survey interviews, survey questions)
- Body of thesis: thorough documentation of your process and project, both verbally and visually
- Design development stages: initial sketches + ideation, preliminary design, design refinement, and final design; process photos with image captions
- Finished documentation photos with image captions
- Glossary: Include terms within the presentation that are either newly introduced, uncommon, or specialized.
- Footnotes/endnotes and bibliography
- Conclusion
- Acknowledgements
- Colophon

Project Format

- 11”h x 17”w pages, to be incorporated into your Thesis Final Presentation Keynote slides and Thesis Process Book.
- Utilize a grid and consistent brand vocabulary to develop a cohesive and consistent format for your presentation.

Production

Your Thesis Process Book remain a multi-page .pdf. Under normal conditions, it would be a printed, bound book with the following specifications: 11”h x 13”w inches via blurb.com, 48 pages, image wrap hardcover, Mohawk Superfine Eggshell uncoated #100 text stock.

Thesis Process Book (cont.)

Review Schedule and Due Date

WED 05/04 Compile Process Book / small group review (In-person)

MON 05/09 Test uploading 'Thesis project file' on the Senior Show website (Zoom)

WED 05/11 Final revision and class critique (Zoom)

WED 05/16 **Due: Thesis Process Book** / Upload Process Book PDF for Senior Show site (Zoom)

Submission Format

- Submit as multiple-page.pdf on Google Drive Class folder, please keep file size relatively small (under 50MB.)
- Filename: DsGD150_ThesisProcessBook_Lastname_Firstname.pdf

Thesis Final Presentation

Project Description

You are required to orally present and defend your work in a 15-minute closed session to the Thesis Review Committee on MON 05/23/2022. You will have submitted your Thesis Project, Thesis Process Book, BFA Graphic Design Thesis Review Committee Approval Form, and three individual BFA Graphic Design Thesis Committee Advising Forms to an assigned Google Drive link no later than Wed 05/18/2022, 12:00pm. The submission of these thesis files before your Thesis Final Presentation will enable the committee to approach your work with an awareness of your ideas, and better understand and interpret your project.

Required Elements

Thesis Final Presentation 7-minute Keynote slide presentation via Zoom articulating:

- Thesis title
- Summary of research findings
- Thorough run-through of final thesis project, with appropriate supporting visuals, process images, screenshots, etc.
- Highlights of process book
- Note: Carefully rehearse your presentation to insure you do not exceed 7-minute time limit.
- 5-minute Q & A section for committee input
- Final Thesis Project and Final Thesis Process Book (previously submitted to committee)

Project Format

- 11" h x 17" w pages, to be excerpted from your Thesis Project Keynote slides and Thesis Process Book.
- Utilize a grid and consistent brand vocabulary to develop a cohesive and consistent format for your presentation.

Review Schedule and Due Date

WED 05/18 **Due: Thesis Project + Process Book** submitted on Drive for the Review Committee by 12:00pm (Zoom)

SAT 05/21 Thesis Final presentation rehearsal at the Student Union, class start time 12:00pm (In-person)

MON 05/23 **Due: Thesis Final Presentation** at the Student Union, 10:00am - 4:00pm (In-person)

Submission Format

- Submit as Keynote slide presentation as multiple-page .pdf on Google Drive Class folder, please keep file size relatively small (under 50MB.)
- Filename: DsGD150_ThesisFinal_Lastname_Firstname.pdf